

Director of Marketing, Communications & Engagement

Location: Corporate Head Office (Hybrid/On-site), Winnipeg, MB

Reports To: Chief Executive Officer (CEO)

Supervises: Manager, Communications

Type: Full-Time (40hrs/week), Permanent

Are you ready to lead a national brand, inspire generosity, and turn purpose into lasting impact? You're a great fit if you're a strategic, values-driven communicator who knows how to build trust, inspire generosity, and turn a clear vision into meaningful engagement.

POSITION OVERVIEW

The Director of Marketing, Communications & Engagement provides strategic leadership for Abundance Canada's marketing, communications, and engagement function. This role is responsible for strengthening organizational positioning, stewarding the brand, elevating Abundance Canada's public profile, and advancing engagement with donors, charities, professional advisors, and partners.

Working closely with the CEO, executive leadership, and cross-functional teams, the Director sets strategy, establishes priorities, and ensures cohesive, ethical, and effective communications across all channels. While accountable for overall direction and outcomes, the Director works collaboratively and hands-on with the communications team to ensure strong execution, clear systems, and continuous improvement.

Specific tactics and deliverables (e.g., digital, media, events, publications) are employed in service of strategy, impact, and organizational goals.

KEY RESPONSIBILITIES

Strategic Leadership & Direction

- Lead the development and execution of Abundance Canada's integrated marketing, communications, and engagement strategy to strengthen organizational positioning, reputation, and impact.



- Advise the CEO and leadership team on strategic messaging, brand direction, and reputational considerations.
- Set priorities, frameworks, and success measures (KPIs) aligned with organizational goals.
- Lead a cohesive internal communications approach that supports organizational alignment, change management, and staff engagement, working closely with the CEO and leadership team to ensure clarity, consistency, and transparency.

Brand Stewardship & Public Communications

- Provide organizational leadership for brand identity, messaging, and ethical communications across all channels and audiences.
- Serve as the CEO's designate for communications, including media relations and crisis communications.
- Ensure public-facing communications are accurate, consistent, and aligned with policy, regulatory, and organizational standards.

Stakeholder & Donor Engagement Strategy

- Shape engagement strategies and messaging that support donor confidence, trust, and long-term generosity.
- Partner with Generosity & Impact Advisors and leadership to support fund development initiatives, campaigns, and relationship-building efforts.
- Guide storytelling and impact communications that reflect donor motivations and community outcomes.

Team Leadership & Functional Effectiveness

- Lead and develop the marketing and communications team, fostering collaboration, accountability, and continuous improvement.
- Strengthen systems, processes, and capacity across the function, contributing directly to priority initiatives as needed.
- Oversee the marketing and communications budget and ensure responsible use of resources.

Measurement, Reporting & Governance Support

- Monitor and evaluate the effectiveness of marketing and communications efforts, using insights to inform decision-making and improvement.
- Prepare reports and updates for executive leadership and the Board.



QUALIFICATIONS

Experience, Qualifications & Expertise

- Proven ability to develop and execute a strategic marketing and communications plan that strengthens organizational positioning, elevates reputation, and drives measurable engagement and growth.
- Strong understanding of why people give, the drivers of long-term generosity, and how to communicate in ways that reflect donor motivations and values.
- Demonstrated experience shaping messaging and engagement strategies for diverse audiences, including donors, partners, and intermediaries.
- Ability to translate complex or technical topics (e.g., financial, legal, policy-related) into clear, accessible communications.
- Experience working in complex or regulated environments where trust, accuracy, and ethical communications are critical.
- Proven ability to build productive, trust-based relationships with internal teams and external stakeholders.
- Confident communicator and presenter to both internal and external audiences.
- Experience with brand strategy, integrated/multichannel communications, and organizational positioning.
- Experience leading teams, managing priorities, and delivering results in collaboration with others.
- Experience in nonprofit, philanthropic, financial services, or adjacent sectors.
- Familiarity with CRA charitable regulations or the donor-advised fund environment.
- Experience with CRM systems or donor management platforms.

Skills & Attributes

- Excellent organizational and planning skills.
- Excellent written and oral communication skills across diverse formats and audiences.
- Strong knowledge of digital and social media trends and how to apply them strategically.
- Self-motivated, decisive, resourceful, and able to adapt quickly to changing priorities.
- Ability to build productive, trust-based relationships with staff, donors, advisors, charities, and partners.
- Exemplary team player with a positive, professional, and collaborative approach.



- High level of emotional intelligence and sensitivity when communicating with donors about personal motivations, legacy intentions, or tax-related matters.
- Strong strategic thinking and ability to translate complex topics (financial, legal, tax) into accessible public messaging.
- Ability to manage multiple concurrent projects and meet deadlines under pressure.
- Strong attention to detail and commitment to accuracy, especially in compliance-related communications.
- Creative problem-solver who brings forward ideas for storytelling, donor engagement, and content innovation.
- Integrity, discretion, and professionalism in handling confidential donor information.

WHAT TO EXPECT AND NEXT STEPS

What We Offer

Working at Abundance Canada means committing to the mission and values of the charitable sector, including transparency, accountability, and service excellence. You will be joining a close-knit team that combines their passion for community, their skills and expertise to advance strategic gift planning in Canada to impact communities around the world.

The hiring salary for this position is \$100,000 to \$120,000 per year along with a comprehensive benefits package.

Our Recruitment Process

Qualified applicants should submit their resume and cover letter care of Courtney Feldman, Director, Capacity Building and Strategy at cfeldman@abundance.ca.

Applications will be reviewed as they are received, but we encourage applying by April 26, 2026 for full consideration. All inquiries and applications will be held in strict confidence.

We are committed to a fair, transparent, and accessible hiring experience. Here's what you can expect:

1. **Application Review** – Our team will carefully review all applications against the posted qualifications.
2. **Initial Call** – Shortlisted candidates will be invited to a brief phone call to confirm qualifications noted in application.
3. **Initial Interview** – Shortlisted candidates will be invited to an interview to discuss technical skills and experience.
4. **Second Stage** – Finalists will complete a brief skills assessment and participate in a short in-person interview focused on alignment with organizational culture.
5. **Decision and Feedback** – We aim to provide updates at each stage.



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Accommodations are available on request for candidates taking part in all stages of the selection process. If you require any accommodations, please contact Courtney Feldman, Director, Capacity Building and Strategy at cfeldman@abundance.ca, or by phone at 204-488-1985.

We thank all applicants for their interest. Only candidates selected for an initial call and future interviews will be contacted.

ABOUT ABUNDANCE CANADA

At Abundance Canada, we believe that generosity changes everything[®]. It is transformational for both donor and recipient. We have been supporting donor-advised funds for over 50 years, making us a leading authority in the Canadian gift planning sector. Beyond our financial acuity, we are pioneers in ethical and responsible investing, ensuring that our investment policies embrace social responsibility.

Thinking outside the box to maximize charitable dollars to effect change is something our team excels at. Through the generosity of our donors, Abundance Canada has supported over half a billion in grants since our inception.

We are in an exciting period of our history as we reimagine what it looks like to support community impact in Canada. Join our quickly growing team and help us achieve a future defined by sustainable, world-changing generosity.

Abundance Canada is a national public foundation registered with the Canada Revenue Agency and accredited by Imagine Canada for excellence in nonprofit accountability, transparency, and governance.



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